



Request for City Council Committee Action from the Department of the City Coordinator

Date: January 21, 2014

To: Chair John Quincy, Ways and Means Budget Committee

Subject: Creative City Challenge Art Competition Project Management and Artistic Programming Services Contract

Recommendation: Authorize appropriate City staff to negotiate and enter into a contract for the Creative City Challenge Art Competition Project Management and Artistic Programming Services.

Previous Directives: None.

Department Information

Prepared by: Jeff Johnson, Executive Director Convention Center and Gulgun Kayim, Director Arts, Culture, and Creative Economy
Approved by: Paul Aasen, City Coordinator
Presenters in Committee: Jeff Johnson

Reviews

- Permanent Review Committee (PRC): Approval X Date 12-18-13
- Civil Rights Approval Approval X Date 12-20-13
- Policy Review Group (PRG): Approval Date

Financial Impact

- Action is within the Business Plan and Budget

Community Impact

- City Goals

Supporting Information

The Creative City Challenge is a competition for Minnesota-resident architects, landscape architects, urban designers, planners, engineers, scientists, artists, students and individuals of all backgrounds to create and install at the Minneapolis Convention Center Plaza a temporary, destination artwork, which acts as a sociable and participatory platform for summer-long onsite programming and encourages a sense of connectedness to the city as a whole and its rich cultural and natural offerings.

Minneapolis is nationally known as a city infused with creative energy. From Internationally recognized theatre, world class museums and music venues to community art projects that transform neighborhoods, the arts are a critical element of what makes Minneapolis a city on the cutting-edge of creativity. The numbers show that Minneapolis is home to a thriving

and dynamic arts community. Our performing arts venues report per capita revenues at fourteen times above the national average and our non-profit community scores thirteen times above the national average for both revenue size and the number of arts organizations. The City's quality of life is greatly improved as a result of cultural offerings and these creative enterprises also contribute to a vibrant local creative economy. The 2013 Minneapolis Creative Index shows that our City's ' creative vitality is roughly 5 times above the national average and the Twin Cities metropolitan area ranks sixth in the nation for creative spending, jobs and organizational revenue.

The Minneapolis Convention Center serves as an economic engine for the City and as a gateway for up to million visitors a year. The Creative City Challenge is a way to better engage an underused space in our city, which is the plaza in front of the convention center. This plaza is a beautiful green space that when activated can bring new excitement and activity to the area around the convention center.

The Creative City Challenge had its inaugural year in 2013 with a successful project named MIMMI. Over 70 million media impressions were generated and thousands of people used the plaza through the events that were held or by just experiencing the space because of the MIMMI project.

For 2014, The City Coordinators office has worked to expand the Creative City Challenge through a Request for Proposal (RFP) that focuses on the Art Competition Project Management and Artistic Programming. Staff felt that the Creative City Challenge could be improved by more focus on programing events on the plaza during the summer.

Through the RFP process, the staff has selected Northern Lights.mn to help manage the expanded scope needed to increase the activity and awareness of the Creative City Challenge. Not only will the Creative City Challenge now include three events throughout the summer, but the opening event of the Creative City Challenge will coincide with the Northern Spark event which is a City wide interactive all night art festival that has a history of drawing 50,000 attendees. By leveraging the Creative City Challenge and the Northern Spark event both projects will gain more notoriety, economic impact, and activity for the City through the creative community and the hospitality community.

The contract will be five (5) one (1) year contracts, renewable at the City's request for an estimated \$150,000 per year.